

The District of Columbia  
Office of Planning  
Pennsylvania Avenue East  
Small Area Plan



## **Pennsylvania Avenue East Small Area Plan Community Kick-off**

**The Community Kick-Off Meeting will begin at 6:00pm**

Please drop your questions in the comment box and begin exploring the survey questions on this page.

The District of Columbia  
Office of Planning  
Pennsylvania Avenue East  
Small Area Plan



# Pennsylvania Avenue East Small Area Plan Community Kick-off

Faith Broderick  
Community Planner, Neighborhood Planning

# About the Meeting



## Meeting Format:

6:00pm – About the Small Area Plan

6:30pm – Project Team

6:45pm – Staying Involved

7:00pm – Q&A







# How to Participate

1. Provide feedback via survey questions online

**[Publicinput.com/PennAveSEPlan](https://publicinput.com/PennAveSEPlan)** 'Events' tab

2. Provide feedback and ask questions in the comment box

3. Call-in to provide feedback and ask questions

Participate by phone: **855-925-2801, Pin: 9252**

Press \*, then 3 to join the caller queue

# Meeting Objectives



# Objective 1



## About Small Area Plans



# About the DC Office of Planning (OP)



## What

**OP plans for a positive future in which all District residents can thrive, regardless of income, race, age, or background.**

**OP plans for our residents by:**

1. Focusing on neighborhoods
2. Planning for the future
3. Ensuring long-term growth aligns with our values of an inclusive and vibrant city

## How

**OP guides development in DC's distinctive neighborhoods by:**

1. Engaging stakeholders and residents
2. Performing research and analysis
3. Collaborating with partner agencies and stakeholders
4. Publishing planning documents, including the Comprehensive Plan



# What type of Planning does OP do?

## The Comprehensive (Comp) Plan

The Comp Plan is a **high-level guiding document** that sets a positive, long-term vision for the District, by managing our physical growth and change. **The Comp Plan sets guidance** on Land Use, Urban Design, Historic Preservation, Economic Development, and more.

## Small Area Plans

**Small Area Plans supplement the Comp Plan** by focusing on the neighborhood and block level. Small Area Plans **establish a vision for the neighborhood** and build on the guidance established in the Comp Plan.





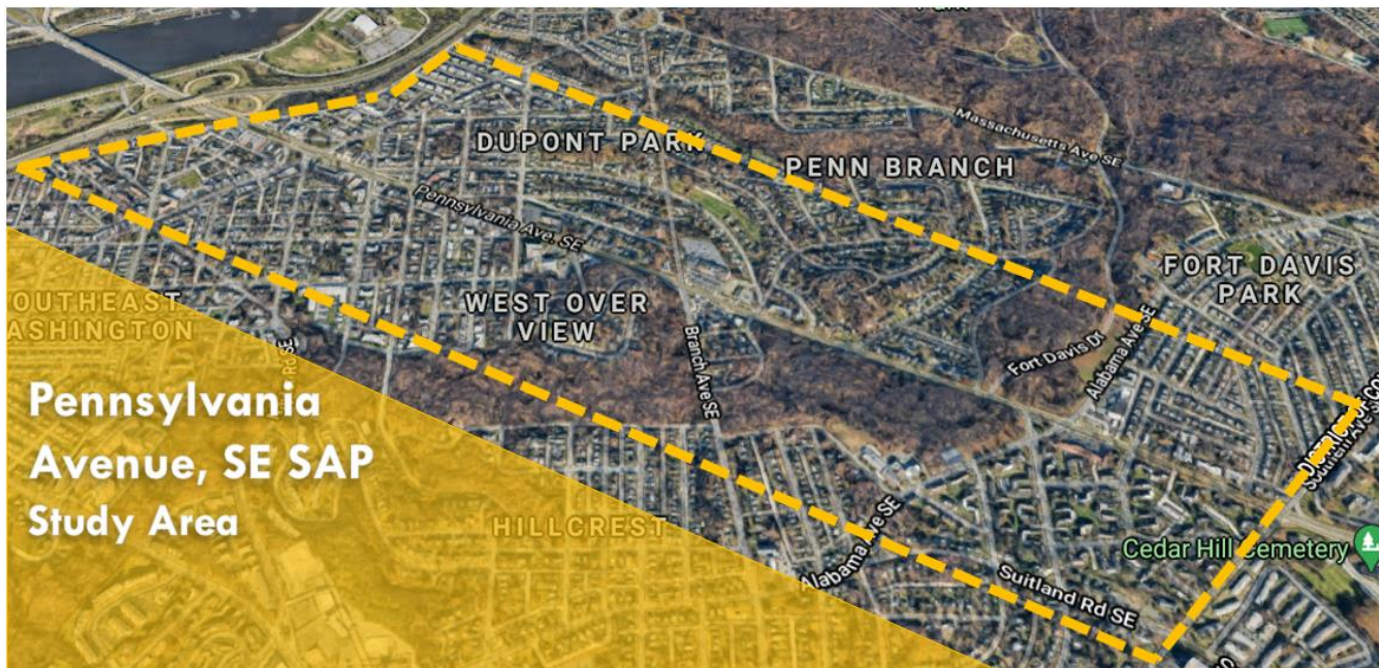
# What are Small Area Plans

- Supplement the Comprehensive Plan
- Identify strategic priorities
- Identify gaps and opportunities
- Establish a vision for the corridor
- Provide neighborhood specific recommendations
- Are approved by Council as legislation
- Guide future development and investment

# About the Pennsylvania Avenue East Small Area Plan



With community support and involvement, OP will develop an updated vision and implementation plan for the Pennsylvania Avenue East corridor.



# Project Timeline



We are here!

Dec 2020- March 2021

## Project Roll-Out

- Existing conditions and market research
- Convene Interagency Advisory Committee
- Convene Community Advisory Committee

April – October 2021

## Plan Development

- Community learning
- Community visioning
- Recommendation development

Winter 2021/22

## Legislative Process

- Public Comment Period
- Mayoral Hearing
- Council Review
- Council Approval

Spring 2022 on

## Implementation

- Implementation and neighborhood technical support
- Plan recommendation implementation

# Objectives for the Pennsylvania Avenue East Small Area Plan



**We are planning again to develop a new Small Area Plan that:**

- Builds on the lessons learned from the [2008 Pennsylvania Avenue SE Corridor Land Development Plan](#)
- Uplifts new community needs and desires
- Captures the community's vision for Pennsylvania Avenue
- Highlights recommendations for implementation over a 10+ year horizon
- Provides a clear implementation guide

# What we've heard



## **In the past, community members have envisioned Pennsylvania Avenue as a:**

- Livable community
- A diverse, mixed-income, neighborhood
- Historic welcoming and celebrated gateway
- Place for creativity, arts, and expression
- Thriving retail destination
- Walkable, bikable community
- Transit friendly corridor

- 2020 Pennsylvania Avenue East Community Coalition Revitalization Survey
- 2016 Pennsylvania Avenue East Economic Development Committee Report
- 2014 Pennsylvania Avenue/Minnesota Avenue Intersection Improvement Assessment
- 2008 Pennsylvania Avenue SE Corridor Land Development Plan



# Pennsylvania Avenue East Small Area Plan Goals



The SAP will establish a framework that will guide development and reinvestment in the neighborhood to meet the following goals:



Encourage economic development and retail opportunities



Enhance a safe, accessible, and vibrant public realm



Improve transportation access and connectivity



Explore housing opportunities and social and economic resiliency strategies

# Let's start the conversation!



What is one word or phrase you would use to describe Pennsylvania Avenue?  
*“scenic”, “easily access green space”, “convenient location”...*

Which of the four planning goals is the most important to you and your household?

*Economic development and retail opportunities, vibrant public realm,  
transportation access and connectivity, housing opportunities and affordability*

Provide feedback online **[Publicinput.com/PennAveSEPlan](https://Publicinput.com/PennAveSEPlan)** and leave feedback in the **comment box**

Call-in @ **855-925-2801, Pin: 9252**, Press \*, then 3 to join the caller queue

# Objective 2



## The Planning Process



# Plan Team



# OP's Role



- Provide technical expertise, data collection, and analysis
- Convene community and interagency advisory meetings
- Coordinate with ongoing initiatives
- Collaborate with community stakeholders
- Host community conversations and town halls
- Co-develop recommendations
- Write and produce the plan
- Work with DC Council





# Interagency Working Group Role

- Information sharing
- Fill data gaps
- Community engagement support
- Co-develop and vet recommendations
- Representation during legislative process as needed
- Input into the implementation strategy and stewardship over agency recommendations
- Implementation of planning recommendation



# Community Advisory Committee Role

- Provide knowledge about issues, needs, and desires
- Disseminate information
- Learn about the planning process and have direct access to interagency partners
- Work with District government on plan recommendations
- Participate in and help steward recommendation implementation

Visit our 'Community Partners' tab  
online to learn more:

[publicinput.com/PennAveSEPlan](http://publicinput.com/PennAveSEPlan)



# Community Advisory Committee Members

## Our Community Advisory Committee includes:

- Council representation
- ANC Commissioners
- Pennsylvania Avenue East Main Street
- Civic and Community Association leaders
- Faith-based and community organization leaders
- Economic Development partners

Visit our 'Community Partners' tab  
online to learn more:

[publicinput.com/PennAveSEPlan](http://publicinput.com/PennAveSEPlan)

# Objective 3



## Staying Involved



# Community Role



Stay engaged online with  
the project website

Participate in community  
meetings

Spread the word

Request project team  
attend regular community  
meetings

Complete surveys online  
(less than 10 min each)

Participate in the public  
comment period and the  
DC Council hearing once  
the plan is complete

Leave comments, call, and  
email



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# Plan Development Phase



## Learning

*Community learns about SAP*

- Sign up for planning updates at [publicinput.com/PennAveSEPlan](https://publicinput.com/PennAveSEPlan)
- Provide feedback through surveys
- Connect with OP planning team
- **Participate in Community Kick-off Meeting**

## Visioning

*Community shares vision and aspiration for the corridor based on plan goals*

- Provide feedback on Community Visioning Surveys
- Join a Community Visioning Conversation
- Connect with OP planning team
- Participate in Visioning Townhall (June)

## Recommendation Development

*Based on visioning – community helps shape recommendations*

- Weigh in on potential plan recommendations
- Join a recommendation development workshop
- Connect with OP planning team
- Participate in a Recommendation Development Townhall (September)

# Next Steps: Community Visioning Survey and Conversations

1. Visit:  
[publicinput.com/PennAveSEPlan](https://publicinput.com/PennAveSEPlan)
2. Scroll down and click **Pennsylvania Avenue East – Community Visioning**
3. Sign-up for Community Visioning conversations
4. Take Community Visioning surveys

Get involved!

Interested in getting involved in the Penn Avenue East Small Area Plan? Please provide your contact information and select topic areas of interest, below.

First Name \*

First Name

Last Name \*

Last Name

Email \*

faith.broderick@dc.gov

Phone

###-###-####

Submit

## Pennsylvania Avenue East - Community Visioning

The Office of Planning (OP) is developing an updated vision and implementation plan for Pennsylvania Avenue East. Get involved today by taking the visioning surveys and by signing up for a visioning...

View Results

# How to stay involved

This is just the first of many opportunities to stay involved.

## Next Steps:

- ✓ Register for the Plan
- ✓ Sign-up for Visioning Conversations
- ✓ Provide feedback online at:

[publicinput.com/PennAveSEPlan](https://publicinput.com/PennAveSEPlan)



Project Website: [publicinput.com/PennAveSEPlan](https://publicinput.com/PennAveSEPlan)



Project Phone: 855-925-2801 (pin: 9252)



Project Email: [PennAveSEPlan@dc.gov](mailto:PennAveSEPlan@dc.gov)



Project Manager: [Faith.Broderick@dc.gov](mailto:Faith.Broderick@dc.gov)

# Questions?



**Now that you know more about this plan, what would a successful Small Area Plan look like to you?**

*Drop your responses in the survey question below*

**What is the most important goal you want the Small Area Plan to address?**

*Activating public space, helping shape a livable community...*

**Any additional questions for the project team?**

*About the planning process, next steps, how to stay involved...*

Provide feedback online **[Publicinput.com/PennAveSEPlan](https://Publicinput.com/PennAveSEPlan)** and leave feedback in the **comment box**

Call-in @ **855-925-2801, Pin: 9252**, Press \*, then 3 to join the caller queue





## Thank You

For More Information Contact:

Faith Broderick: [Faith.Broderick@dc.gov](mailto:Faith.Broderick@dc.gov)

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